



# CITY OF FALLS CHURCH

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**FOR IMMEDIATE RELEASE**

**Wednesday, Nov. 2, 2005**

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## **MEDIA ADVISORY**

### **Present & Future: Retail in Falls Church City**

**Tuesday, Nov. 15, 2005 Presentation**

FALLS CHURCH, VA. – Falls Church City staff and representatives from the Falls Church Economic Development Authority will conduct an informative presentation about the present and future retail market in Falls Church City on Tuesday, Nov. 15, 2005 from 7 p.m. to 9:30 p.m. at the George Mason High School Cafeteria (7124 Leesburg Pike, Falls Church, VA 22043).

In May 2005, Consultants from Retail Compass in Washington, D.C. began studying retail inventory and conditions in the City of Falls Church, as well as consumer spending power and patterns in the City's primary and secondary trade areas. Their study evaluates the long-term economic health and quality of life in the City. It expands upon the analysis of national and regional mega trends impacting the economic future of Falls Church as presented by Dr. Stephen Fuller of George Mason University's Center for Regional Analysis in May 2005.

The study finds the cornerstone of a successful Falls Church City Center will be a strong retail component; the work of Retail Compass will help guide the City and its development partners in the planning of City Center. The Nov. 15 event will address the following questions and will also provide an opportunity for audience questions:

- How does the retail industry make its decisions about new store locations?
- What does the retail industry see when it evaluates opportunity in Falls Church?
- How much retail can our market support?
- Where is our retail competition today and where will it come from in the future?
- How can we best build and maintain a successful retail base?
- What type of retailers and restaurants should we pursue in City Center and other new development projects?

For more information, please call 703-248-5491.

**What:** Retail Big Picture Presentation  
**When:** Tuesday, Nov. 15, 2005  
**Time:** 7 p.m. – 9:30 p.m.  
**Where:** George Mason High School Cafeteria  
7124 Leesburg Pike, Falls Church, VA 22043

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